



MEDIA ADVISORY: Alice in Dairyland Candidates to be Announced March 16 in Adams County

Release Date: March 12, 2018

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HANCOCK – The 71th Alice in Dairyland top candidates will be announced by the Department of Agriculture, Trade and Consumer Protection on Friday, March 16. Media is invited to attend the press conference at 2 p.m. at Heartland Farms, in Hancock, Wis.

Following the official announcement, the current Alice in Dairyland, Crystal Siemers-Peterman, and the candidates will be available for interviews and photos.

Over the following eight weeks, the Alice in Dairyland candidates will prepare for the three-day Alice in Dairyland Finals, which will be held May 17-19 in Adams County. The final interviews include agribusiness tours, media interviews, an agricultural topics discussion panel, individual interviews and candidate presentations at the Finale Program. The 71st Alice in Dairyland selection will be announced live at the conclusion of the Finale Program on May 19 at Adams-Friendship Fine Arts Center in Adams, Wis.

Alice in Dairyland is Wisconsin's agricultural ambassador and travels thousands of miles across the state presenting to students, completing media interviews and attending community events to promote the state's agriculture industry. Candidates completed an application and a preliminary interview. Alice in Dairyland is a full-time public relations employee of DATCP and serves a one-year term.

WHEN: Friday, March 16, 2018, 2:00 p.m.

**WHERE: Heartland Farms
907 3rd Ave.
Hancock, WI 54943**

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